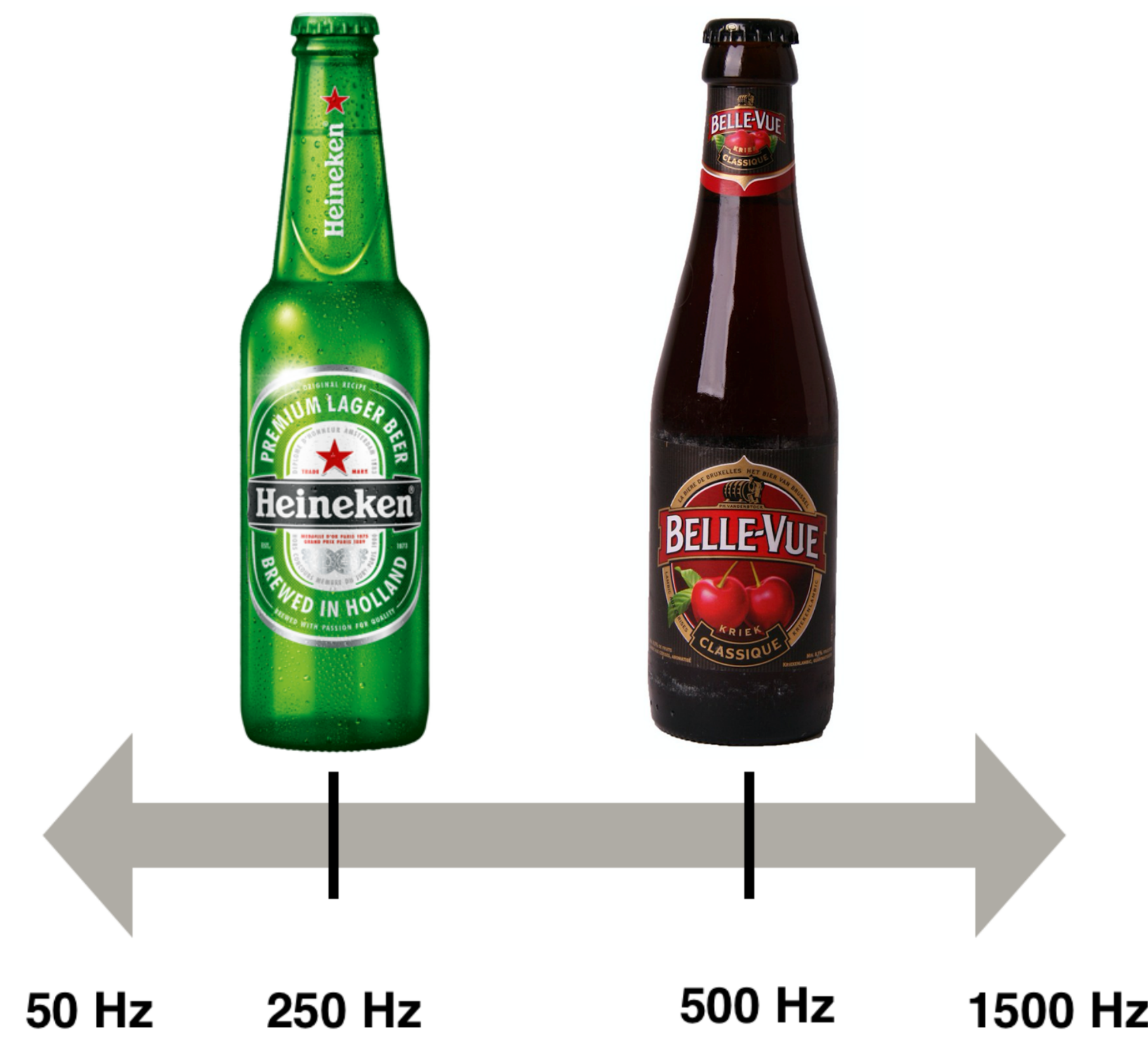


Sound can Influence the way we **perceive** tastes and flavours

Sound and its role in Multisensory Tasting Experiences

What people hear exerts a significant influence over their rating of taste.

Crossmodal matches based on participants' individual music-taste matches (rather than an average group response), may show more robust crossmodal effects.



Bitter beers are systematically associated towards lower frequencies ranges, when compared to much sweeter beer types.

Ok... But how can sound influence

Taste/Flavour Perception?

Crossmodal correspondences

Sound-taste/flavour associations

Semantic Congruency

Sensation Transference

Sound can add **pleasure** to our tasting experiences

There is a clear distinction between our enjoyment before tasting, and after having experienced a rich **multisensory tasting experience**. For instance, when stimulated by a song, or a soundscape, that is part of the food/beverage's identity, not only we experience sound as part of this context, but we also have the opportunity to learn - and, somehow, to share - the creative process involved during the development of these foods and drinks.

Here, sound can be considered as a sensory link between the chef's creative process and his (or her) customers' tasting experience.



WWW.THE SOUND OF CHOCOLATE.BE

The Sound of Chocolate is a collaboration between scientists, chocolatiers, and musicians. During Christmas 2016, these chocolatiers will sell chocolate boxes that will come with their own soundtracks. With these chocolate boxes, people will receive a brochure explaining the creative and scientific path behind this music-chocolate pairing process. This brochure will also come with a CD. The songs will be available on-line as well, by means of streaming.

With this project, we want to bring awareness of the importance that sound can have while we experience foods and drinks.



The Brussels Beer Project produced a beer in collaboration with a band (**The Editors**). The band's music and visual identity was used as source of inspiration for this beer's formula. Compared with all the participants of this experiment, who previously knew The Editors, reported that the beer tasted much better while listening to one of The Editor's songs, and while knowing that such song was the source of inspiration of this beer's formula.